

# QO‘QON UNIVERSITETI XABARNOMASI

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9-SON

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# QO'QON UNIVERSITETI

## XABARNOMASI

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## Mundarija:/Outline:

Iqtisodiyot / Economy			
1.	<b>Sh.Ruziyev</b>	O'zbekistonda smart turizmni zamonaviy prinsiplari asosida rivojlantirish va bunda xorij tajribasidan foydalanish	3-6
2.	<b>Kh.Sabirov A.Akbarova</b>	Strategy for the development of free economic zones in Uzbekistan	7-10
3.	<b>K.Светлана O.Арзикулов Г.Атамуратова</b>	Методы управления кредитным портфелем коммерческих банков	11-16
4.	<b>J.Bobanazarova L.Zulfikarova</b>	Kichik biznes va xususiy tadbirkorlikning rivojlanishida yoshlarning kasbiy layoqatlarini shakllantirish	17-20
5.	<b>K.Kurpayanidi</b>	Institutional aspects and risks in the digital economy: ways to reduce uncertainty for economic agents	21-25
6.	<b>A.Abduvoxidov X.Nazarov</b>	Qishloq xo'jaligi tarmog'ini zamonaviy axborot texnologiyalari orqali raqamlashtirish va innovatsiyalarni jadallashtirish istiqbollari	26-30
7.	<b>Sh.Rasulova</b>	Oziq-ovqat sanoat korxonalarini faoliyatini boshqarish hamda korxonalar iqtisodiy samaradorligini oshirish yo'llari	31-34
8.	<b>Kh.Sabirov A.Akbarova</b>	Influence of the volume of industrial production in Uzbekistan on the import trend	35-40
9.	<b>M.Turg'unov</b>	Raqamli iqtisodiyot sharoitida oziq-ovqat sanoati korxonalarini faoliyatida zamonaviy boshqaruv istiqbollari	41-45
10.	<b>K.Svetlana U.Gulmira</b>	Tadbirkorlik faoliyatida motivatsiya modellarining xorijiy davlatlar tajribalarining ahamiyati	46-49
11.	<b>Г.Хусанова</b>	Худудлар саноатини комплекс-инновацион ривожлантириш модели (Наманган вилояти мисолида)	50-52
12.	<b>T.Boburjon J.Mamasoliyev</b>	Mamlakat yalpi ichki mahsulotiga soliq turlarining ta'siri	53-60
13.	<b>A.Abdusamadov</b>	A comprehensive analysis of the impact of globalization on auditing standards	61-63
14.	<b>K.E. Grishin Y.Djabbarova</b>	Features of printing production in modern conditions	64-67
15.	<b>X.Gafurov S.Abdulhamidov</b>	Mamlakat yalpi ichki mahsulotini rivojlantirishda kichik biznesni o'rni va duch kelishi mumkin bo'lgan muammolar tahlili	68-71
16.	<b>A.Abdusamadov D.Xo'jamurodov</b>	Moliyaviy texnologiyalar tarixi va rivojlanishi: O'zbekiston misolida	72-74
17.	<b>D.To'xtamurodov</b>	Erkin iqtisodiy zonalarni rivojlantirishni boshqarishning samaradorligi	75-78
18.	<b>Н.Мукумова</b>	Состояние, тенденции и особенности развития рынка услуг высшего образования в Узбекистане	79-84
19.	<b>J.Turg'unov</b>	Mamlakatimizda yashil iqtisodiyotni joriy etish holati va asosiy yo'nalishlari	85-87
20.	<b>U.Mamadaliyev</b>	Specific characteristics of tour operator activity management	88-90
21.	<b>M.Усмонов</b>	Актуальные вопросы достижения точки безубыточности на предприятиях	91-94
22.	<b>Kh.Gafurov</b>	Unraveling complexity: assessing the impact of real effective exchange rate on Uzbekistan's trade dynamics	95-98
23.	<b>L.Yoqubov</b>	Iqtisodiyotni rivojlantirishda investitsiyalarni jalb qilish mexanizmlari tahlili	99-101
24.	<b>Z.Umarova</b>	Iqtisodiy islohotlar sharoitida korxonalarini boshqarish	102-105
25.	<b>O.Umarov Yo.Murodova</b>	Sayyohlar uchun yovvoyi tabiat farovonligini oshirishda marketingdan foydalanish	106-108
26.	<b>Sh.Saloxitdinov</b>	Mehnat bozoriga oliy ta'lim muassasalari tomonidan bitiruvchilarni tayyorlashni tartibga solishning institutsional asoslari	109-112
27.	<b>Sh.Rasulov</b>	Mehnat resurslarining iqtisodiyot tarmoqlari bo'yicha bandligining joriy holati tahlili	113-116
28.	<b>G.Melibaeva</b>	An overview of the function of human resource management in employee performance and motivation	117-121
29.	<b>M.Gulomkodirova</b>	An overview of green banking practices in Uzbekistan	121-125
30.	<b>M.Tojiyeva</b>	Kichik biznesni rivojlantirishning mamlakat ijtimoiy- iqtisodiy hayotidagi ahamiyati	126-130
31.	<b>Sh.Po'latov Sh.Musabekov</b>	The study of value-added tax: knowledge from the eu vat experience and Uzbekistan's vat system	131-135
32.	<b>M.Sultonov</b>	Fond bozori va unda tijorat banklarining tutgan o'rni	136-139

33.	<b>Sh.Po'latov</b>	O'zbekiston respublikasida qo'shilgan qiymat solig'i va aylanmadan olinadigan soliq to'lovchilarini bir-biridan farqli jihatlarini baholash	140-143
34.	<b>A.Baxromov</b>	Increasing the economic efficiency of textile industry enterprises through digital technologies	144-146
35.	<b>H.Rasulov</b>	Siyosiy mojarolarning turizmga ta'siri	147-150
36.	<b>D.Mamayusupova</b>	Turizm sohasida davlat-xususiy sherikligi ishtirokchilarining o'zaro hamkorligi samaradorligini oshirish	151-153
<b>Pedagogika / Pedagogy</b>			
37.	<b>M.Ganiyeva D.Ergasheva</b>	Unlocking knowledge: key pedagogical aspects of the study of philology	154-158
38.	<b>Sh.Jumanova A.Abdullayev M.Odilova</b>	O'zbekistonda pisa testi natijalari va boshlang'ich ta'lim o'quvchilarini bu testga tayyorlash istiqbollari	159-162
39.	<b>M.Temirova</b>	Mustaqillik yillarida O'zbekistonda ichki ishlar profilaktikasi inspektorlari faoliyatini tashkil etishning huquqiy asoslarini mustahkamlanishi	163-165
40.	<b>G.Sanginova</b>	Erta bolalik ta'limini qo'llab-quvvatlashda oilalarning roli	166-169
41.	<b>N.Valiyeva</b>	Boshlang'ich sinf o'quvchilarida matematik kompetensiyasini rivojlantirish yo'llari	170-173
42.	<b>V.Abdullaeva</b>	Yusuf Xos Hojibning "Qutadg'u bilig" asarining o'rganilishi hamda asardagi somatik frazeologik birliklarning qo'llanilishi	174-179
43.	<b>S.Asilova</b>	Tarbiyasi qiyin o'quvchilarni kasb-hunarga yo'naltirish masalalari	180-183
44.	<b>Z.Eraliyeva D.Djo'rayeva</b>	Bolalar tafakkurini rivojlantirishda ayrim didaktik o'yinlarning ahamiyati	184-186
45.	<b>G.Komiljonova</b>	Fanlararo bog'lanishlar asosida talabalarni bilim va ko'nikmalarini rivojlantirish	187-192
46.	<b>Sh.Pardayev</b>	O'quvchilarning individual o'quv natijalarini baholashga zamonaviy yondashuvlar	193-196
47.	<b>A.Mirzakulov</b>	IIV akademiyasi kursant qizlarini zamonaviy krossfit sport turi orqali jismoniy tayyorgarligini takomillashtirish	197-200
48.	<b>F.Berdibekova</b>	Akmeologik yondashuv asosida talabalarni kasbiy faoliyatga tayyorlashning pedagogik mexanizmlari	201-203
49.	<b>H.Akbarova</b>	Talim jarayonlarini raqamli texnologiyalar asosida samaradorligini oshirish (onlayn o'yinlar)	204-208
<b>Filologiya / Philology</b>			
50.	<b>M.Mamatqulova</b>	How does a person become multilingual?	209-2012
51.	<b>M.Mamatqulova</b>	Needs analysis as a main phase for designing english for specific purposes (esp) course	213-216
52.	<b>L.Uzakova</b>	O'zbek va ingliz tillarida to'y bilan bog'liq leksik birliklarning lingvokulturologik tadqiqi: o'zbek va ingliz tillarida to'y bilan bog'liq leksik vositalarning chog'ishtirma tadqiqi	217-221
53.	<b>G.Xoldorova</b>	Alisher Navoiy ijodida sakkokiy an'analari	222-224
54.	<b>M.Парпиева</b>	Актуальные вопросы изучения русского языка	225-227
<b>Raqamli texnologiyalar / Digital technologies</b>			
55.	<b>C.Гулямов A.Шермухамедов Б.Шермухамедов</b>	Применение искусственного интеллекта в образовании	228-232
56.	<b>F.Mulaydinov D.Otajonova</b>	Breaking language barriers: the future of english language teaching with ar/vr technology	233-236
57.	<b>F.Mulaydinov A.Abdullayev M.Odilova</b>	Ta'limda raqamli texnologiyalarning roli	237-240
58.	<b>T.Azimova</b>	Matematikani o'qitishda qiyosiy usullar va o'quv texnologiyalari	241-244
59.	<b>Sh.Akhunova</b>	Concerns regarding the use of foreign experience and the significance of using digital technologies to boost the tourism network's competitiveness	245-249
60.	<b>B.Akramov</b>	Fizika fanini o'qitishda zamonaviy texnikalardan foydalanish va zamonaviy texnik qurilmalarni amaliy o'rganish	250-253



## FEATURES OF PRINTING PRODUCTION IN MODERN CONDITIONS

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Segmentation of the publishing market.  
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of the book market.

**ANNOTATION**

In this article, general trends in the market of book products are discussed, as well as the volume of the publishing market, which depends on the number of publishers and the scale of their activities, effective demand and the number of readers

**Introduction.** The evolution of industrial relations in the Republic of Uzbekistan has led to an aggravation of contradictions between the receipt of information necessary for the organization and its individual members and the needs for it. At the present stage of development of the national economy, the role of information technologies as a means of operational provision of information needs of organizations and individuals is increasing. In the printing industry, high-quality printing technologies include typographic (high, book) printing and flexography. The difference lies both in printed forms (high-quality printing forms are made, in particular, on the basis of linotype and monotype types of a set of sufficiently hard galley alloy or using modern technology from leaching photopolymers), and in the printing process. On the printed form of high-quality printing, the printed elements are located above the whitespace. The paint is applied to the surface of the protruding printed elements. When in contact with the paper, pressure is necessary for the complete transition of the paint. Before the invention of printing machines, a press was used for this purpose. To reproduce text and dashed images consisting of individual strokes and lines, it is not difficult to make a printed form even on a blackboard, since all printed elements are on the same level. It is easy to apply paint on them with a swab or roller, put paper and press it to transfer the paint.

**Analysis of the relevant literature.** The Uzbek Book Chamber provides the development of a scientific and methodological base for creating a unified information space and information support for book-selling processes based on the ONIX standard and the EDItX standard for the exchange of commercial documents. But currently, the draft industry standard "Electronic exchange of bibliographic and commercial information in the book business" has not been approved, which reduces the efficiency of electronic document management. As a result, at the moment most publishers and bookselling enterprises use completely different formats – this is especially noticeable on the example of price lists, order forms and classification schemes of book products, which complicates the operational information exchange in the book industry.

The problems of the development of entrepreneurship, the experiences of foreign countries of motivation models in entrepreneurial activity, its role in the modern market economy have been studied in depth by scientists from Uzbekistan and abroad. Many scientific works of foreign economist's famous all over the world address the theoretical and practical aspects of the problems of entrepreneurship and small

business development in the modern market economy. Topics related to the importance of small business and entrepreneurship and innovative activities in it in countries with a developed economy:

**DJ.Friedman.** Speech at the conference of the Cato Institute and Forbes ASAP magazine "Washington vs. Silicon Valley". There is a widespread misconception that people who advocate a free market also support everything big business does. Nothing could be further from the truth.<sup>1</sup>

**A.Smith.** Everyone is rich or poor, depending on the extent to which they can enjoy the necessities, comforts and pleasures. But after the division of labor has been established, a person can produce only a very small part of these items by his own labor: he must receive a much larger part of them from the labor of other people; and he will be rich or poor depending on the amount of labor that he can dispose of or that he can buy. Therefore, the value of any commodity for a person who possesses it and does not mean to use it or personally consume it, but to exchange it for other items, is equal to the amount of labor that he can buy with it or get at his disposal. Thus, labor is the real measure of the exchange value of all goods.<sup>2</sup>

Many scientists from Russia **Jemchugov A. M. and Jemchugov M. K.** The effectiveness of an enterprise is determined by the effectiveness of these small groups. The purpose of this study is to consider the problems arising in structural units, to identify and systematically consider the main types of institutions of small groups and the main types of emerging institutional traps that reduce their effectiveness. And also in conducting a comparative analysis of the main institutions.<sup>3</sup>

**Minsberg G.A** smart, brilliant "guide" to business strategies that can become a vital guide for creative managers. In this fascinating book, the authors present a comprehensive study of the contribution of each of the schools of strategy — schools of design, planning, positioning, entrepreneurship, cognition, learning, power, culture, environment and configuration — and finally combine them, showing readers the "beast" in all its glory. The book is intended for everyone interested in strategic management, but first of all, heads of organizations, teachers and students, all those who have to bring academic theory in line with the practice of modern organizations, should get acquainted with it.<sup>4</sup>

**Greif A** The reason for such relevance of Greif's work lies, apparently, in the "inductive" approach to the analysis of institutions and

<sup>1</sup> <https://www.washingtonpost.com/news/powerpost/paloma/the-technology-202/2019/07/16/the-technology-202-three-hill-hearings-kick-off-next-phase-of-washington-vs-silicon-valley/5d2bc98a7a0a45423a3ec0e/>

<sup>2</sup> <https://everydaypower.com/adam-smith-quotes/>

<sup>3</sup> <https://cyberleninka.ru/article/n/razrabotka-effektivnoy-strategii-i-struktury-predpriyatiya-prakticheskaya-poshagovaya-metodika>

<sup>4</sup> <https://www.amazon.com/Strategy-Safari-Through-Strategic-Management/dp/0743270576>

contractual interactions implemented in their context. Quite often, young researchers, and in general, not only they, fascinated by the ideas of institutional theory and fascinated by the richness of the institutional diversity surrounding them, begin by building comprehensive theories. They then select examples confirming these theories. Greif shows how productive the opposite approach can be when the basis for a general theory is an in-depth analysis of individual local episodes.<sup>5</sup>

**Djabbarova Y.A.** The evolution of industrial relations in the Republic of Uzbekistan has led to an aggravation of contradictions between the receipt of information necessary for the organization and its individual members and the needs for it. At the present stage of development of the national economy, the role of information technologies as a means of operational provision of information needs of organizations and individuals is increasing.

**Research methodology.** The article uses the methods of scientific abstraction, analysis and synthesis, induction and deduction. The data of this study were obtained from official sources, a comparative analysis of the scientific and theoretical views of outstanding scientists and economists on the problems of entrepreneurship development in the development of our economy was carried out, foreign experience was summarized and the study of foreign experience of motivation models in entrepreneurial activity was achieved based on the results obtained on achievements in our country.

The article used such methods as methodology of economic research, system analysis, monographic analysis, comparison, grouping, expert assessment, economic and statistical.

**Analysis and results.** The evolution of industrial relations in the Republic of Uzbekistan has led to an aggravation of contradictions between the receipt of information necessary for the organization and its individual members and the needs for it. At the present stage of development of the national economy, the role of information technologies as a means of operational provision of information needs of organizations and individuals is increasing.

Publishing is a special field of production activity that requires a specific approach to its organization, planning and management. The issue of possible ways to increase the economic efficiency and profitability of publishing is relevant all over the world, but in our country, it is especially acute, which is primarily due to the lack of investment in this field of activity, the need to master new printing and computer technologies and implement cost-effective management methods.

Today, in the context of global changes in the modern world, the dynamic socio-economic and democratic development of Uzbekistan, the appearance and worldview of the citizens of our country is radically changing, and their political activity is growing. This is a significant result of the reforms gradually and consistently implemented by the country's Leadership in state-building, solving tasks to strengthen the place and role of mass media in society, and its activation in the system of civil society institutions.

In its current work in the process of publishing and distributing books, a modern publishing house constantly needs reliable information about the book market and prompt exchange of information with distribution partners. The main information sources in this case are: RCP statistics, industry reports on the state of the book market, market research, as well as data from the publisher's own logistics information system.

A logistics information system is a set of organized information flows and technologies, equipment and workers performing operations that ensure the movement of information in the logistics system, as well as between the logistics system and the external environment. In this case, the main directions here will be information exchange with suppliers, and information flows directed from the publisher to potential buyers of their publications.

When transferring publishing products to retail, a whole range of information support is used both from the publisher and the bookseller. In bookselling enterprises, a local computer network is organized, consisting of registrars (scanners) of operations for the reception, movement and sale of book goods; computers that form incoming and outgoing documents (invoices, invoices, specifications, price tags); servers that accumulate information about commercial transactions and provide access to it for analysis and generalization. Each batch of goods is accompanied by an electronic (and printed) invoice. Acceptance of the goods, the data about which has already been received from the publisher in electronic form, is carried out using a scanner that reads the barcode and is connected to a computer. All data about the received goods (name, quantity, price) are compared with the data of the

electronic invoice, which, in turn, is compared with the order stored on the server. All information about the accepted product is transferred to the server, its bibliographic description is compiled, which enters the database

As already noted, due to the lack of a single information space and unapproved unified standards of electronic document management, different standards of documents, forms of bibliographic description and classification schemes are used in the practice of different bookselling enterprises, which creates certain obstacles to the rapid exchange of information.

Another important application of information technology in modern publishing is the organization of advertising and information activities. Publishing houses today actively use the Internet to promote their products. According to surveys of publishers, the most popular way of promotion is to support your own website and promote book products in social networks (more than 80% of respondents noted them as effective) This is followed by such forms of book promotion as blogging and direct advertising on the Internet (41% and 32%, respectively). Next in terms of decreasing effectiveness are contextual advertising on the Internet and participation in forums, but, nevertheless, 27% and 23% of publishers in 2021 noted that they use these forms of advertising and information activities.

As for information work in social media, there are several main directions and types of activities that publishers undertake. Among them – informational support of events: publication of announcements, press releases, advertising messages and promotion of individual books (86% of publishers noted that they use these forms) Publishers also actively promote the brand of the publishing house (68%) and their authors (64%) on social networks. More than half of the surveyed publishers take part in the life of groups related to literature and reading, as well as conduct various surveys, contests, quizzes (50%). A third of publishing houses create and moderate pages (groups) of their own authors, products, services, ideas, events, and 23% are engaged in promoting books in groups not directly related to reading, but somehow related to the products of the publishing house.

The sale of book products is the final stage of the publishing process and means its delivery to the end consumer. There are several options and levels of implementation, depending on the number of intermediaries – intermediaries involved in the process. There are direct distribution channels (without intermediaries) and indirect channels – single-level, two-level, etc.

In the case of a single-level channel, there is one intermediary between the publisher and the consumer - a retail enterprise. The two-level implementation involves two intermediaries representing the wholesale and retail link. The task of the wholesale link is to deliver books to retail enterprises as soon as possible and at the lowest cost. Wholesale trade performs important logistical functions for the transportation, warehousing and information support of the supply of book products. Indirect channels are used by publishers to increase target markets and expand sales, and most of the book products are distributed through them.

Retailers of publishing products today are: bookstores (among them are network and independent enterprises of various sizes and formats); online stores; kiosks and kiosk networks; non-book retail Among the listed channels, bookstores are the most important distribution channel – more than 50% of all books are distributed through them. At the same time, it should be noted that the number of bookstores has almost halved over the past 10 years: from 3 thousand to 1.5 thousand bookselling enterprises. Online stores are a dynamically developing channel today, whose share in the book market is constantly growing. In recent years, the share of this channel has increased from 5.5% to 15%. Among online stores, the most popular are such as Labyrinth, Ozone, Wildberries.

The sale of books to supermarkets and hypermarkets of FMCG (non-book consumer retail) has increased in recent years: the share of the channel has increased from 6.5% to 8.8%. The range and number of books presented in these stores has expanded somewhat, but, as a rule, there are those in mass demand. At the same time, the share of kiosk networks as a distribution channel for book products decreased from 3.8% to 0.9%.

An analysis of the current state and dynamics of the development of the national information space of Uzbekistan shows:

- for the successful and active activity of the mass media in Uzbekistan, an extensive legal field has been created, which continues to be improved taking into account international experience and modern realities;

<sup>5</sup> [https://saylordotorg.github.io/text\\_principles-of-sociological-inquiry-qualitative-and-quantitative-methods/s05-03-inductive-or-deductive-two-dif.html](https://saylordotorg.github.io/text_principles-of-sociological-inquiry-qualitative-and-quantitative-methods/s05-03-inductive-or-deductive-two-dif.html)

• The existing legislative framework in the field of mass media contributes to the consistent improvement of the quality and effectiveness of the national press, meeting the requirements and standards of developed world mass media, as well as the expansion of the network of non-governmental mass media and the introduction of market mechanisms into the information sphere.

• Printed publications and electronic media of Uzbekistan are based on international standards and best practices of the democratic states of the world and sufficiently reflect the national values and mentality of the people;

• The gradual liberalization of the media, the intensification of the activities of non-state media, radio, television, and the expansion of their entry into the global Internet ensure transparency of the reform policy being pursued in the country. • There are conditions for active media coverage of the country's foreign and domestic policy, taking into account the pluralism of opinions, events taking place in the country and abroad.

• New non-governmental, private media are being actively created.

• The State and non-State media of Uzbekistan are actively involved in the process of forming a democratic civil society. • the processes of formation of print media - independent, self-sufficient, democratic and meeting modern international standards - are fully supported;

• As in all democratic countries, free and independent media currently act as an important civic institution in Uzbekistan. The independence of newspaper and magazine editorial offices and their responsibility are increasing. • Public structures play an important role in the development and liberalization of national media. These are such as the National Association of Electronic Media (NAEMM), the Public Fund for the Support and Development of Non-Governmental Print Media and News Agencies, the Creative Union of Journalists of Uzbekistan, etc.;

The party press is developing, contributing to the formation of the political culture of the population. All political parties currently operating in the country have their own periodicals;

• Taking into account the ethnic diversity of the population, newspapers are published in more than 7 languages and television and radio broadcasts are being prepared in several languages.

Ways to increase the profits of a printing company. Planned measures to increase profits should be provided for at each enterprise. In general, these measures may be of the following nature: • increase in output, • Product quality improvement, • sale of surplus equipment and other property or renting it out, • reducing the cost of production due to a more rational use of material resources, production facilities and areas, labor and working time, • diversification of production, • expansion of the sales market, etc.

It follows from this list of activities that they are closely related to other activities at the enterprise aimed at reducing production costs, improving product quality and using production factors. In conditions of free competition, the price of products produced by enterprises and firms is leveled automatically. It is influenced by the laws of market pricing. At the same time, every entrepreneur strives to obtain production, promote it to unfilled markets, etc., the problem of reducing the cost of production and sale of these products, reducing production costs is inexorably put forward.

In the traditional view, the most important ways to reduce costs are to save all types of resources consumed in production: labor and material. Thus, a significant share in the structure of production costs is occupied by wages. Therefore, the task of reducing the labor intensity of products, increasing labor productivity, and reducing the number of administrative and maintenance personnel is urgent.

Reducing the labor intensity of products and increasing labor productivity can be achieved in various ways. The most important of them are mechanization and automation of production, development and application of advanced, high-performance technologies, replacement and modernization of outdated equipment. However, some measures to improve the equipment and technology used will not give proper results without improving the organization of production and labor. It is not uncommon for enterprises (firms) to purchase or lease expensive equipment without preparing for its use. As a result, the utilization rate of such equipment is very low. The funds spent on the purchase do not bring the expected result.

Proper organization of labor is important for increasing labor productivity: preparation of the workplace, its full utilization, application of advanced labor methods and techniques, etc. Material resources occupy up to 3/5 of the cost structure of production. Hence, the importance of saving these resources and their rational use is clear. The use of resource-saving technological processes comes to the fore here. It is also important to increase the demands and widespread use of input quality control of raw materials and materials coming from

suppliers, components and semi-finished products. Reducing the depreciation costs of fixed assets can be achieved by making better use of these funds and maximizing their utilization.

At foreign enterprises, factors such as reducing production costs are also considered, such as determining and observing the optimal batch size of purchased materials, the optimal batch size of products being put into production, deciding whether to produce or purchase individual components or components from other manufacturers. It is known that the larger the batch of purchased raw materials, the greater the value of the average annual stock and the greater the amount of costs associated with storing these raw materials (rent for warehouses, losses during long-term storage, losses associated with inflation, etc.). At the same time, the purchase of raw materials and materials in large batches has its own advantages. The costs associated with placing an order for purchased goods, accepting these goods, monitoring the passage of invoices, etc. are reduced. Thus, the task arises of determining the optimal value of the purchased raw materials.

When producing products in a significant number of small batches, the cost of storing finished products will be minimal. However, the costs of pre-production will increase. In combination with traditional ways of reducing production costs, the newly emerged factors will make it possible to bring the value of production costs to an optimal level in a complex. The problem of break-even functioning, expanded reproduction, on the one hand, loss-making and bankruptcy, on the other, of many domestic companies, banks, enterprises of various sectors of the economy and spheres of activity is as urgent as possible. Only the growth of profits and innovations provide the financial basis for self-financing the company's market activities and the implementation of its expanded reproduction.

Thanks to the profit, the company's obligations to the budget, banks, other enterprises and organizations are fulfilled.

Printing houses and publishing houses receive a lot of orders for the production of printed products. And they all require their own, especially the technological process. Books, for example, are necessarily proofread by editors and in many publishing houses the authors may be refused to print some books in order not to spoil their "glorious name". Some customers give only the text, which still needs to be checked and graphically designed before printing. However, in any case, the production of printed products takes place in three stages

The first stage of prepress – prepress preparation includes all operations starting from the work of managers, ending with the output of photographic films (photosensitive material, whose substrate is acetylcellulose film, polystyrene, etc. (a sublayer is applied to the substrate, an emulsion layer is applied to the sublayer). Namely, order acceptance, computer processing of text and graphics, approval of the original layout, production of photo forms (Photo forms are transparent films containing information that will be transmitted on a printed impression with the help of certain paints) and a printed form. (a printing plate is a surface with embossed, recessed or flat printing elements that serves to repeatedly produce prints. The ink from the printing elements is transferred to the sealing material or intermediate)

The second stage of press printing is the main stage of printing production. Printers, plotters, copiers, isographs, digital printing machines and/or traditional printing methods (offset, high, deep, etc.) come into operation here. print). There are several printing methods:

1. High- the printing elements rise above the whitespace and lie in the same plane.

2. Deep – the printing elements are, as it were, pressed in relation to the slot elements and are on the same plane.

3. Offset – printing and whitespace elements lie in the same plane.

4. flexographic is a type of high-resolution printing from elastic baking molds with low-viscosity, fast-fixing paints with volatile solvents on non-absorbent materials. It is mainly used for printing labels, packages made of various materials, and colored wallpaper.

5. Screen printing - reproduction of text and graphic images using a printing plate (stencil) through which the ink penetrates the printed material.

6. pad printing) is a type of gravure printing.

The third stage of post press is post-printing and finishing. Post-printing processing includes: binding, folding, creasing, bookbinding, die-cutting, etc. Post-printing also includes special finishing works aimed at improving the appearance of the finished printing product: varnishing, lamination, foil stamping, die cutting, creasing, gluing, thermal printing, etc. Finishing works will give your printed products individuality and uniqueness.

Retailers of publishing products today are: bookstores (among them are network and independent enterprises of various sizes and formats); online stores; kiosks and kiosk networks; non-book retail. Among the listed channels, bookstores are the most important



distribution channel – more than 50% of all books are distributed through them. At the same time, it should be noted that the number of bookstores has almost halved over the past 10 years: from 3 thousand to 1.5 thousand bookselling enterprises. Online stores are a dynamically developing channel today, whose share in the book market is constantly growing. In recent years, the share of this channel has increased from 5.5% to 15%. Among online stores, the most popular are such as Labyrinth, Ozone, Wildberries.

The sale of books to supermarkets and hypermarkets of FMCG (non-book consumer retail) has increased in recent years: the share of the channel has increased from 6.5% to 8.8%. The range and number of books presented in these stores has expanded somewhat, but, as a rule, there are those in mass demand. At the same time, the share of kiosk networks as a distribution channel for book products decreased from 3.8% to 0.9%.

Currently, the share of direct sales and publishers' own sales in the distribution structure of publishing products is increasing. Forms of direct sales of books today are: sale on the publisher's own website and through social networks; sale of books directly by the publisher: from a wholesale warehouse or a warehouse store; book-mail: sale of goods in the form of mail parcels for individual orders; book club: combines

publishing and mail-parcel trade, produces books on paid orders of club members; peddling (traveling salesman).

The choice of the sales channel depends on many factors: the type and quality of the book, the target address of the publication and the attitude of consumers to it, the features of the publishing house's distribution network, the types of wholesale or retail enterprises and the principles of operation of specific stores.

**Conclusions and suggestions.** Currently, the share of direct sales and publishers' own sales in the distribution structure of publishing products is increasing. Forms of direct sales of books today are: sale on the publisher's own website and through social networks; sale of books directly by the publisher: from a wholesale warehouse or a warehouse store; book-mail: sale of goods in the form of mail parcels for individual orders; book club: combines publishing and mail-parcel trade, produces books on paid orders of club members; peddling (traveling salesman).

The choice of the sales channel depends on many factors: the type and quality of the book, the target address of the publication and the attitude of consumers to it, the features of the publishing house's distribution network, the types of wholesale or retail enterprises and the principles of operation of specific stores.

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